



# HBO Max Europe

Think Global, Act Local

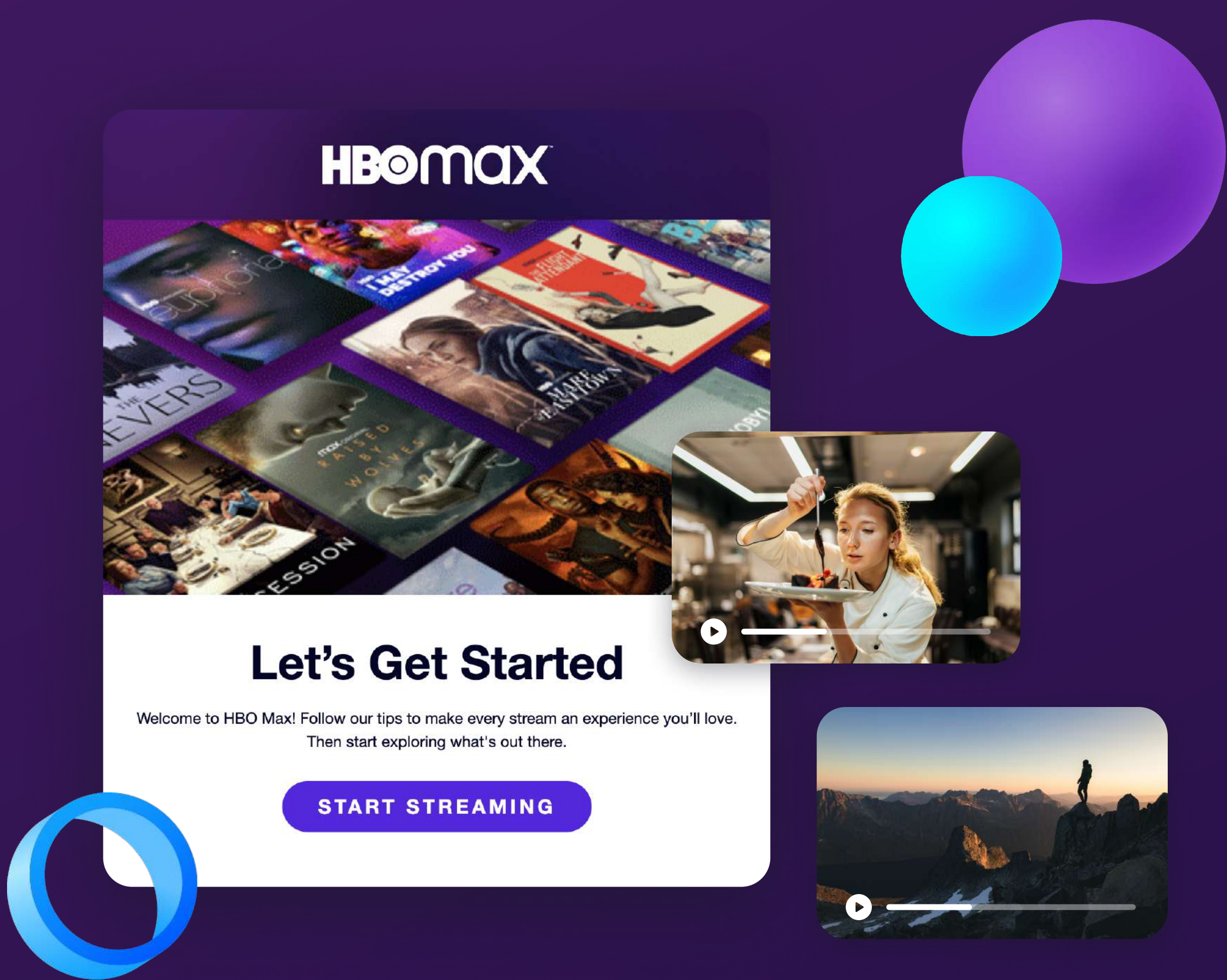
As one of the world's biggest streaming services, HBO Max wants to bring their content wherever their viewer is. There's no limit and no demand when it comes to great content, and it's something the HBO Max Europe team understands well. With more voices and more stories to be told, HBO Max recognized the need to localize their content – and responded to it.

HBO Max wants its business to feel like it's part of the market in which they operate. They believe in the local knowledge and flavor and have come up with a positive strategy to localize wisely. There's no limit to great content when you think globally and act locally.

In order to execute its in-region strategy, HBO Max Europe needs to have an automatized solution for the management of its localization. Codetribе took care of the integration and adaptation of the popular tools. We made sure that minimum human interaction with these tools is ever required.

HBO Max team successfully uses our solution to manage their translations through all the available European languages. Codetribе made this complicated process simpler – and with little room for errors.

#VideoStreaming  
#ProjectManagement  
#Localization

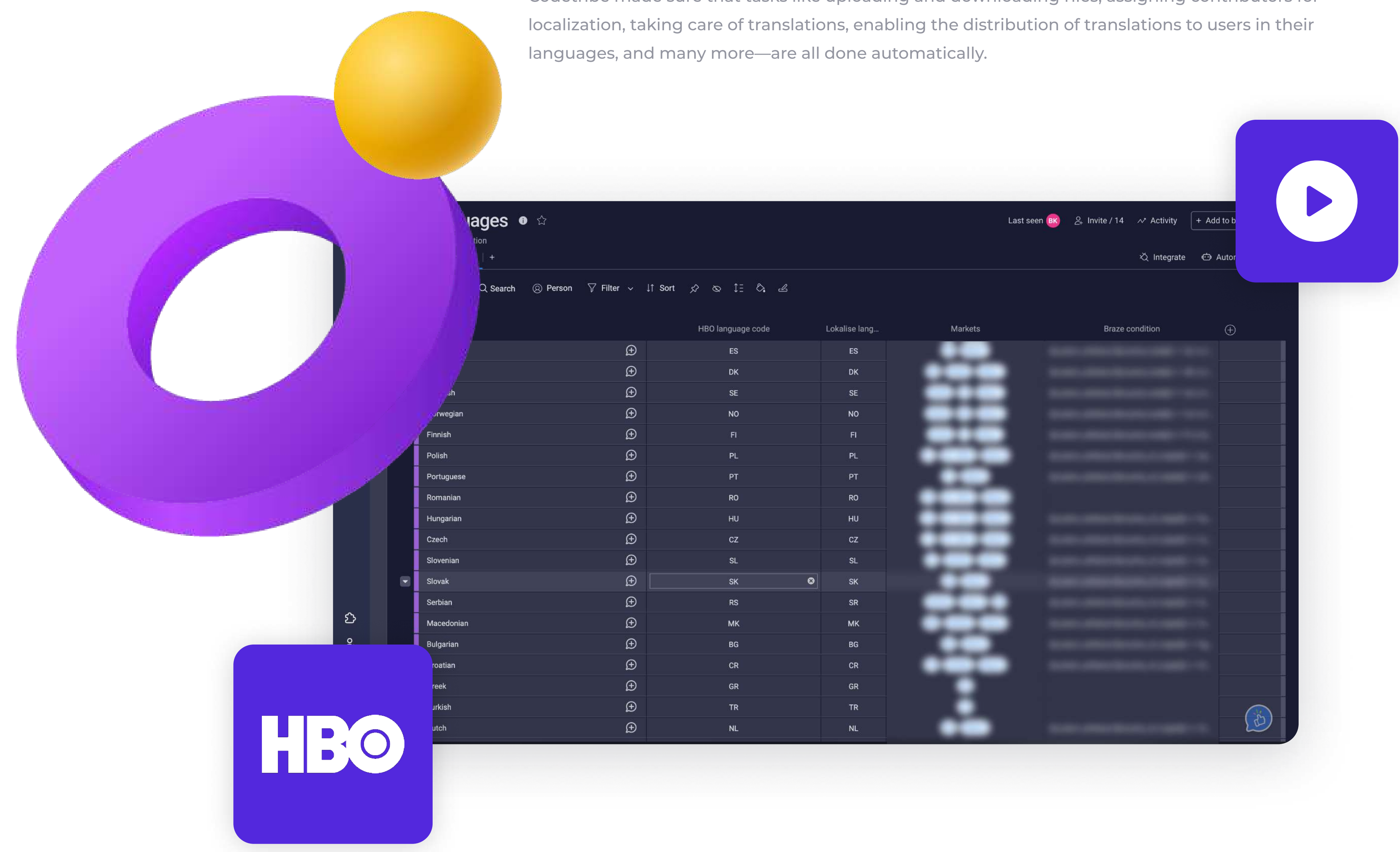


## About the project

The HBO Max overseas team needed a smart solution to ease their internal translation process and support their global users. Codetribе was tasked with eliminating human errors in the process, along with reducing the need for unnecessary and repetitive manual work. To help the HBO Max team deliver high-quality localized products, we at Codetribе created an integration between the tools they were already using.

Now, HBO Max Europe has a solution that handles all repetitive work and connections between different systems. The whole process is managed through Monday.com, a cloud-based platform for projects and workflows.

Our software takes care of repetitive tasks that different team members used to handle manually. Codetribе made sure that tasks like uploading and downloading files, assigning contributors for localization, taking care of translations, enabling the distribution of translations to users in their languages, and many more—are all done automatically.



## Project tasks

### Orchestrated localization tasks

The HBO Max teams had to deal with a lot of challenges due to the number of languages supported on the platform. With a vast number of copywriters and translators across different time zones all over the world, HBO Max needed an automated solution.

And we at Codetribе made that possible by automating the management of content creation, translation, and distribution processes. Our software supports and takes care of all translators and translations for each available language. It assigns tasks to the right people at the right moment and checks that no file is lost while making sure the whole workflow isn't visually confusing.

### Nothing is lost with Lokalise

Localization management is an absolute priority when dealing with countless translations and files. There is always a risk of misplacing or even losing some of the valuable files. The HBO Max team tasked us to make sure it never happens and help them streamline the process.

We made the whole process smooth and easy for everyone in the system. The HBO Max team can do their work hassle-free without worrying about any extra steps.

### Personalized marketing

When it comes to email marketing in a system with a lot of languages and so many users with different language preferences, personalization gets tricky. HBO Max asked Codetribе to find a solution to distribute messages to the right users in a proper way. And we did.

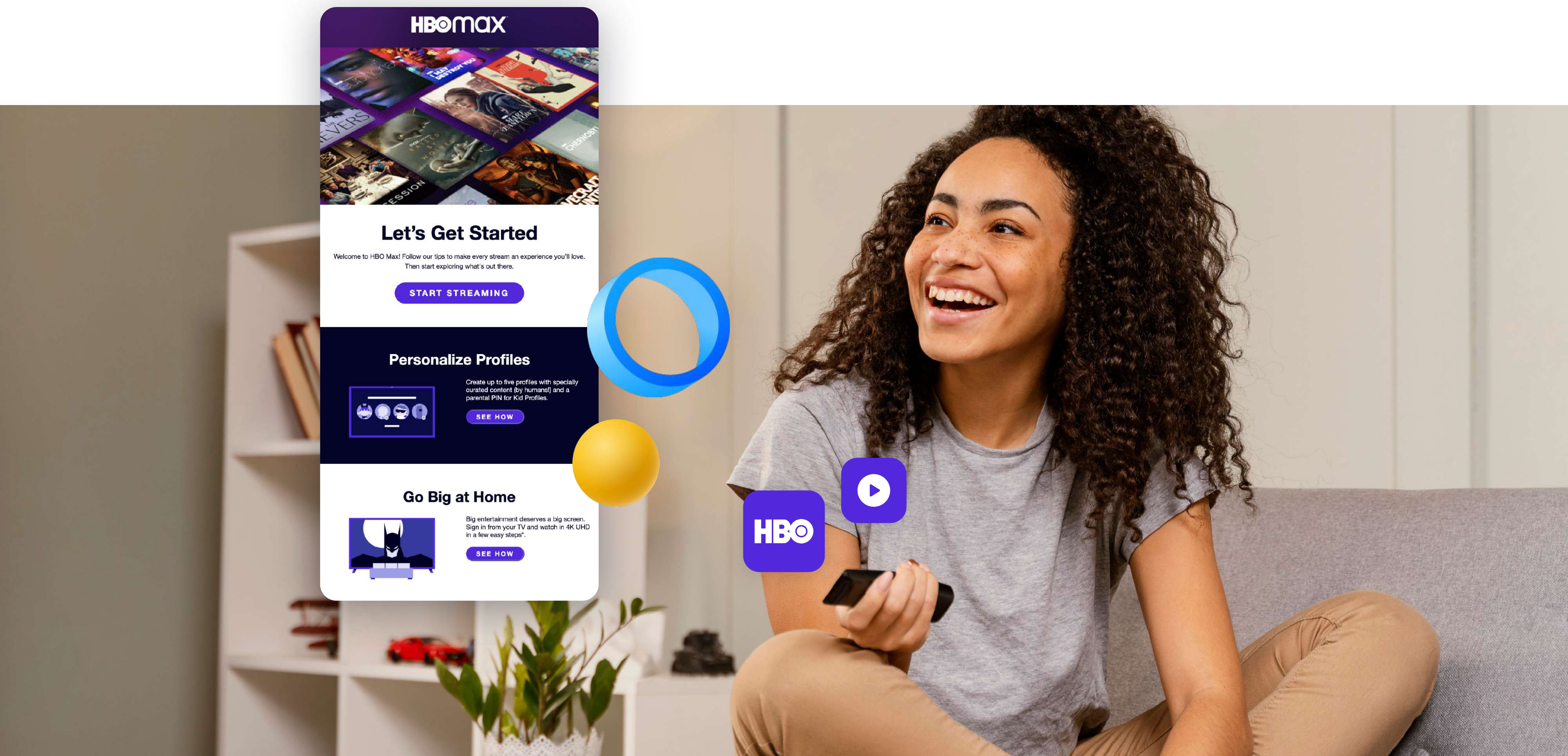
We worked on resolving the problem of distributing suitable languages to the right users through complex integration into the customer engagement platform. It helped the HBO Max team personalize their marketing efforts in a more efficient way.

### Team Size: 7 Tribe Members

Project Kick-Off: September 2021

Partner Location: Budapest, Hungary

Targeted Market: Europe



## Technologies

### Backend

Language:  
Python

API:  
REST

Framework:  
AWS CDK

Cloud Storage:  
AWS S3

Cloud Computing platform:  
AWS Lambda

Logging utility:  
AWS Cloud Watch

Build Automation Tool:  
AWS CodeBuild

Let's talk about  
your project

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